



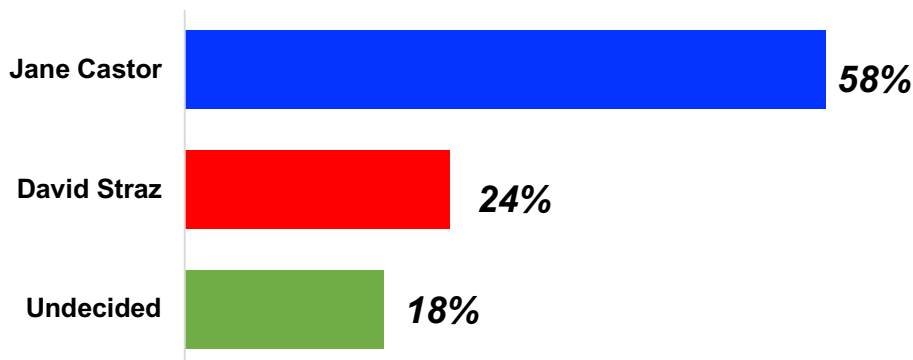
FREDERICKPolls

TO: Jane Castor for Mayor Campaign
FROM: Keith Frederick; FrederickPolls, LLC
DATE: March 12, 2019
RE: POLL RESULTS: Run-Off Election for Mayor. n=350 Likely Voters;
March 6-8, 2019.

1. **BALLOT VOTE:** Jane Castor is poised to win.

Jane Castor (58%) maintains the same 34-point lead from the first primary in a run-off matchup against David Straz (24%). Each candidate has gained about +10 from Tuesday's Primary results.

In the run-off election for mayor that will be held April 23rd, which candidate -- Jane Castor or David Straz -- would you vote for if the election was held today?



2. **ELECTION DYNAMICS** make it very difficult for Straz to close the vote gap.

- Jane is much more popular than Straz. Her 72% "favorable" rating is +24 points higher than his; nearly half of voters (47%) have a "very favorable" opinion of Jane and, at 34% "unfavorable," Straz's negative has continually trended up since December.
- David Straz's message of "change" does NOT fit the voter mood. 77% say the city is going in the right direction and 71% are positive toward Mayor Bob Buckhorn.

- Supporters of former candidates Harry Cohen and Dick Greco — who have endorsed Jane Castor — overwhelmingly vote Castor over Straz... a trend that makes the path to victory for Straz very difficult.

3. **JANE CASTOR'S POSITIVE MESSAGE IS STRONGER THAN STRAZ'S.**

When both candidates' basic positive story is presented to voters, Castor gains +5 points moving to a 63% to 27% lead... expanding the lead to +36 points.

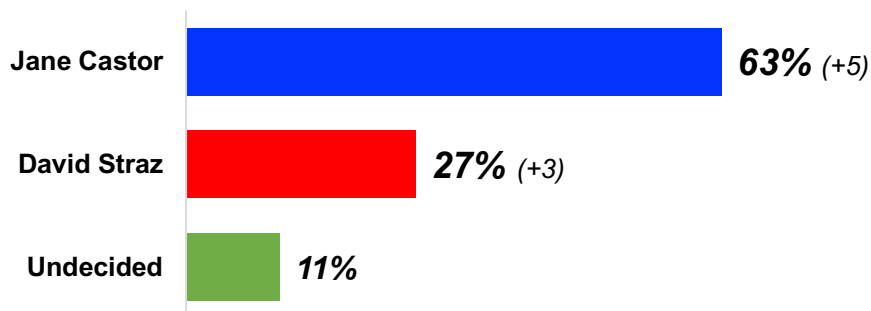
Clearly, this reflects back on David Straz first primary vote performance where he failed to move beyond mid-teens despite record spending of \$3 million -- his message has limited competitive appeal.

Next I will read you short statements about David Straz and Jane Castor.

David Straz is a very successful businessman who has lived the American Dream and it started with a broom in his hands sweeping floors for his first bank into becoming a multi-millionaire who shares his wealth by making generous gifts to the University of Tampa and the Straz Performing Arts Center. As Mayor, he will bring his business skills to City Hall to cut government waste, grow jobs, end racial profiling and eliminate red light cameras.

Jane Castor is a native of Tampa and first woman to serve as Police Chief with proven effective leadership skills that reduced crime by 70% through innovative programs connecting the community with the police. As mayor, her priorities will be affordable housing, expanding job opportunities, putting the new transportation plan into place, and keeping streets safe. The Tampa Bay Times endorsed her saying Jane stands out for her experience, competence, and character as the best choice to lead Florida's third largest city.

Based on these descriptions, which candidate – Jane Castor or David Straz -- would you vote for if the election for mayor were held today?



4. **ATTACKS ON JANE CASTOR DO NOT WORK.**

Jane Castor still holds a commanding 57% to 29% lead over David Straz after voters hear ONLY negative attacks on Castor. Negatives tested are attacks on Jane Castor that the Straz campaign tested in their polling including her support for red light cameras and the bike citations controversy.

Even in this “best case” scenario for Straz, he is still 28 points behind.

5. **BOTTOM LINE.**

An objective reading of this polling data, which quickly follows the March 5th Primary result of Jane Castor gaining 48% of the vote — +33 ahead of David Straz — would conclude David Straz has no path to victory.

Jane Castor is popular, on the right side of what voters want in their next mayor and the one candidate in the original field who gained significant momentum and vote support in the last few months. In contrast, David Straz’s negative ratings are going up faster than his positives, his basic “change”/“clean house” theme is in contrast to how voters feel about the city and his large personal spending has proven ineffective at gaining vote.

6. **POLL METHODOLOGY**

- *Sample Size:* n=350
- *Interview Dates:* March 6-8, 2019.
- *Margin of Error:* 5.3%.
- *Eligibility:* Likely April 23rd runoff voters.
- 49% cells.